



FOR IMMEDIATE RELEASE:

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FACT SHEET

MAYOR PRAISES VERIZON HOPELINE PROGRAM

*Donated, Unused Cell Phones Benefit Victims of Domestic Violence
and San Diego Family Justice Center*

MAYOR HAILS WIRELESS LEADER'S FIVE-YEAR, \$1.25 MILLION CORPORATE PARTNERSHIP WITH CITY

Mayor Jerry Sanders today hosted a news conference at the San Diego Family Justice Center (SDFJC) to praise HopeLine, Verizon Wireless' innovative program which turns unused wireless phones into support for victims of domestic violence. The City, which has teamed up with Verizon to raise awareness for the program, will host HopeLine collection boxes and offer program and domestic violence information at community service centers, libraries, police and fire stations, and park and recreation centers across the city. The program has a positive environmental aspect to it as well, keeping electronic waste and batteries out of landfills.

As part of the HopeLine program, Verizon will donate \$30,000 worth of phones and services directly to the SDFJC. The SDFJC is a public safety initiative launched by the City to assist victims of domestic violence. Their mission is to stop family violence, make victims safer, hold batterers accountable, provide long-term support for victims and children through collaboration and coordinated services, and ultimately to be the first large city in the United States to eliminate domestic violence homicides. The SDFJC is the most comprehensive, one-stop domestic abuse assistance center in the nation with more than 25 agencies under one roof. Verizon also donated an additional \$20,000 to the SDFJC to help fund their Volunteer Coordinator position.

The Mayor also used the occasion to hail Verizon's second comprehensive marketing partnership with the City. Under the five-year partnership, formalized in December of 2005, Verizon pays the City \$250,000 annually for marketing rights fees as the City's "Official Wireless Partner." The innovative and comprehensive agreement not only provides San Diego with wireless services, but also establishes a business, marketing and technology workshop that benefits both organizations and the public at large.

The Mayor lauded the partnership as a prime example of how public-private partnerships can benefit the City, the company and the public at large. He concluded his remarks by presenting Verizon Wireless with a special mayoral proclamation making October 16th "Verizon Wireless Day" in the City of San Diego.

VERIZON WIRELESS HOPELINE PROGRAM: HOW DOES IT WORK?

- The HopeLine program puts wireless phones and services to work to prevent domestic violence. HopeLine is designed to give survivors of domestic violence the chance to make a lifesaving call.
- Verizon Wireless collects no-longer-used wireless phones, batteries and accessories in any condition from any wireless service provider at their Communications Stores nationwide and at various locations chosen by partnering agencies.
- Phones are placed in easy-to-spot collection boxes at participating locations.
- Phones that can be refurbished are sold for reuse and those without value are disposed of in an environmentally sound way.
- Proceeds from the HopeLine program are used to provide wireless phones and cash grants to local shelters and non-profit organizations that focus on domestic violence prevention and awareness. In San Diego, HopeLine will benefit the Family Justice Center.

VERIZON'S \$50,000 DONATION TO THE FAMILY JUSTICE CENTER

As part of their corporate partnership with the City, Verizon Wireless will donate 100 phones and 3,000 minutes of prepaid airtime per phone to the San Diego Family Justice Center for each year of the marketing partnership. The value of this donation is \$30,000.

Further, as part of the HopeLine program, Verizon has contributed an additional \$20,000 to the SDFJC to help fund the Volunteer Coordinator position at the center. The Volunteer Coordinator will help with recruiting, training and supervising volunteer advocates who will assist domestic violence victims on a daily basis at the FJC.

At present, the SDFJC provides emergency advocacy, mental and legal services to 600-800 victims of domestic violence and children each month. The Volunteer Coordinator provides crucial support to the life-saving work of the SDFJC through the use of specially trained volunteers and interns. These volunteers provide services not otherwise available through paid staff members.

HOW TO DONATE TO HOPELINE

In the City of San Diego, collection boxes will be available at:

- community service centers
- libraries
- police stations
- fire stations
- park and recreation centers

The list of HopeLine collection box sites can be found by calling 619-236-7002, or on-line at www.sandiego.gov/corporatepartnership.

THE CAUSE

Domestic violence touches everyone. One out of 3 American women report being abused at some point in their lifetime, and 21 percent of full-time, employed adults report they have been a victim. October is National Domestic Violence Awareness Month, and during October Verizon participates in numerous events and activities around the country to honor victims and to work to raise awareness on this issue.

Wireless phones and technology can serve as a vital link to emergency or support services in a time of crisis or as a reliable, safe connection to employers, family and friends as survivors rebuild their lives.

THE NUMBERS

Since HopeLine's national phone recycling and re-use program was launched in 2001, Verizon Wireless:

- Has collected more than 4 million phones
- Awarded nearly \$4 million in cash grants to domestic violence agencies and organizations throughout the country
- Distributed more than 40,000 phones with airtime and other features valued at more than \$10 million to be used by victims of domestic violence
- Properly disposed of nearly 1 million no-longer-used wireless phones in an environmentally sound way
- Kept more than 200 tons of electronic waste and batteries out of landfills

#HOPE

#HOPE is a service available across Verizon Wireless' nationwide wireless network. By dialing #4673 then pressing send, callers are connected directly to the National Domestic Violence Hotline, where they can receive the confidential help they need through empowerment-based crisis intervention, information and resources. The call is toll and airtime free.

PROTECTING THE ENVIRONMENT THROUGH HOPELINE

Verizon Wireless also concentrates on protecting the environment. Since launching its national recycling program:

- More than 200 tons of electronics waste and batteries have been kept out of landfills.
- Nearly 1 million phones have been properly disposed of in an environmentally sound way through the HopeLine program.
- More than 170,000 pounds of batteries were recycled through the HopeLine and Call2Recycle programs.

The HopeLine program is an easy way for San Diego citizens to help conserve the earth's natural resources and prevent spent batteries from entering community landfills.

VOLUNTEER OPPORTUNITIES AT THE SAN DIEGO FAMILY JUSTICE CENTER

The San Diego Family Justice Center is a unique and safe place where victims of family violence—domestic violence, elder abuse and child abuse—are their highest priority. Through collaboration and coordinated services, the Center and its partners are committed to providing victims and their children the help they need to break the cycle of violence that so often damages and destroys families.

The Center is seeking volunteers for crisis management, client advocate, administrative and clerical roles. The Center trains all volunteers to work with staff to help those suffering from abuse.

The San Diego Family Justice Center will hold its next Volunteer Academy in November. Volunteers are vital to the Center's success and a shortage limits the number of families they can help.

Individuals interested in learning more about becoming a San Diego Family Justice Center volunteer can call 619-533-6045 or send an email to tsekayan@sandiego.gov. They can also visit their web-site at www.sdfjc.org.